

Connectivity Emotional Brand, Brand Love, Bridging Transition Process from Satisfaction to Loyalty (Evidenced from Samsung)

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ABSTRACT

This study aims to analyze the positive effects of brand satisfaction, brand love, and emotional brand attachment on brand loyalty and customer loyalty. The research was conducted over four months, from August to November 2021, using a quantitative approach through online questionnaires distributed via Google Forms. A total of 300 respondents participated in this study. Data analysis was performed using SPSS and SEM AMOS software. The results indicate that all six proposed hypotheses are statistically significant. Brand satisfaction, brand love, and emotional brand attachment positively influence brand loyalty. Furthermore, brand satisfaction, brand loyalty, and emotional brand attachment also have a positive impact on customer loyalty. These findings highlight the importance of emotional and experiential factors in building long-term relationships between brands and consumers.

Keywords - *Brand Satisfaction, Brand Love, Emotional Brand Attachment, Brand Loyalty, Customer Loyalty.*

RESEARCH BACKGROUND

Companies and marketers place great value on satisfaction and loyalty as essential and strategic ideas in the marketing literature. The significance of this notion can be observed in two ways: first, in the benefits these concepts provide to businesses, and second, in the various studies and efforts that focus on the relationship between consumer happiness and brand loyalty (Bowen and Chen, 2001). According to the traditional approach, academics such as Cardozo (1965) and Oliver (1999) believe that satisfaction is a sign of loyalty, and that loyalty is undoubtedly formed after a product or service is well received. Consequently, in order to maintain client loyalty, it is very important to create an emotional connection that goes beyond satisfaction. To form such an emotional connection, it is necessary to guarantee “zero separation” and absolute brand devotion (Unal and Aydin, 2013). Brand loyalty is a reflection of the level of consumer involvement in a brand product (Kotler, 2009). When brand loyalty increases, manufacturers can naturally reduce the vulnerability of customer groups to competitors’ attacks. Brand loyalty itself is often compared by consumers who are starting to see new products or innovations.

Furthermore, the study of Carrol and Ahuvia (2006) empirically revealed that emotional love and passion for a brand are predictors of brand loyalty; consequently, emotional attachment and brand love (not just satisfaction) are motivators for loyalty. Although many studies have been conducted in the past on the relationship between satisfaction and brand loyalty (Dong et al., 2011; Fuentes-Blasco et al., 2014; Kuppelwieser & Sarstedt, 2014; HuyTuu et al., 2011) None has discussed the role that emotional structures can play in these relationships.

LITERATURE REVIEW

Brand Satisfaction

Satisfaction is defined as a sort of cognition, as well as the outcome of an event, a purchase, or a particular consumption. It also requires a process of review. when the customer compares the projected performance to the actual performance (Morris, 1986).

Brand Love

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Brand love is an emotional feeling felt by customers towards certain brands (Morris, 1986). Brand love will guide the individual in using the same product repeatedly.

Emotional Brand Attachment

Bowlby's (1982) attachment theory was used to develop the concept of emotional attachment. Emotional brand attachment has a long-term benefit. (Theng So et al., 2013).

Brand Loyalty

According to Sudaryono (2016) defines "brand loyalty is an attitude of a positive consumer towards a brand, and consumers have a strong desire to repurchase the same product now and, in the future.

Customer Loyalty

Bothe (2000: 107) says that "future corporate orientation is moving from a traditional approach to modern assessment," which echoes the movement in the marketing company's paradigm from customer pleasure to customer loyalty.

RELATIONSHIP BETWEEN VARIABLES

Brand satisfaction and brand loyalty

Brand satisfaction is defined as the sum of a brand's experiences through time, which leads to a consumer's emotional judgment of the brand (Song et al., 2019). According to Bolton (1998), contentment is a requirement for developing brand loyalty, as higher levels of satisfaction typically lead to higher levels of loyalty (Jones & Suh, 2000). Higher brand satisfaction leads to higher brand loyalty, indicating that brand satisfaction has a positive impact on brand loyalty. As a result, the following hypothesis emerges:

H1. Brand satisfaction has a positive impact on brand loyalty.

Brand Love and brand loyalty

The brand loyalty of satisfied customers is intended to improve both knowledge and prediction of their post-purchase behavior (Hsu & Chen, 2018). The higher brand love of a product indicates that a customer has a higher level of brand love and will have a positive impact on their brand loyalty; hence, it can be said that brand love has a positive impact on brand loyalty. This also supported previous research done by Ghorbanzadeh and Rahehagh (2020). So the hypothesis is proposed as follows:

H2. Brand love has a positive impact on brand loyalty.

Emotional Brand Attachment And Brand Loyalty

According to Thomson et al. (2005), a higher level of emotional attachment increases a consumer's emotional dependency on the brand. The higher emotional brand attachment will make the higher brand loyalty, so it can be say that emotional brand attachment has a positive impact on brand loyalty. Because of the aforementioned factors, the following hypothesis on emotional brand attachment and brand loyalty has been proposed:

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H3. Emotional brand attachment has a positive impact on brand loyalty.

Brand satisfaction and Customer Loyalty

Then, according to Davies et al. (2003), the strong brand image will make customers satisfied. Brand image is closely tied to product appearance, and when customers are satisfied with it, they become loyal to the brand, even with other available options (Vinhas & Faridah, 2008). Hence, the hypothesis is proposed as follows:

H4. Brand satisfaction has a positive impact on customer loyalty

Brand Loyalty and Customer Loyalty

According to Yang and Peterson (2004), the value of customer perception, customer happiness, and switching costs all have an impact on customer loyalty. Marketing's primary aim is to foster customer loyalty; thus, maintaining and improving customer loyalty is essential if you want to retain your current consumers and avoid incurring expenses on acquiring new ones. The higher brand loyalty will increase the customer loyalty, so it can be said that Brand loyalty has a positive impact on customer loyalty (Ghorbanzadeh & Rahehagh, 2020). Based on this literature review, the following hypothesis is proposed:

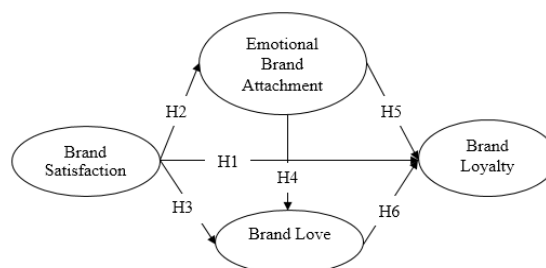
H5. Brand loyalty has a positive impact on customer loyalty.

Emotional Brand Attachment And Customer Loyalty

Consumers are motivated to buy a brand or a product for utilitarian or hedonistic reasons. Hedonic values tend to drive a more emotional purchase choice, whereas utilitarian values tend to be more logical. This argument is also supported by a previous study done by Ghorbanzadeh and Rahehagh (2020). As a result, we came up with the following hypothesis:

H6. Emotional brand attachment has a positive impact on customer loyalty

RESEARCH MODEL



RESEARCH METHOD

RESEARCH PARADIGM

This research uses a quantitative research paradigm. Quantitative research, according to Sugiyono (2016), is a type of research that uses statistical data and not verbal words to test hypotheses. The scientific method is a systematic approach to experimenting and testing cause-and-effect relationships, and objectively measuring them; then, researchers can draw conclusions (Sekaran &

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Bougie, 2016). In this study, the researcher's adopted paradigm is post-positivism. Post positivism historically stems from the paradigm of regular positivism. In positivism, researchers can achieve objective truth by researching and exploring the phenomenon. However, post-positivism is a modern derivative of this philosophy, which holds that there is an objective reality that exists apart from this research.

RESULTS OF ANALYSIS AND DISCUSSION

Actual Result of Validity and Reliability Tests

The following is a table that shows the results of the validity and reliability tests in this study:

Table 4.11. Brand satisfaction (BS) Variable Validity Test

No. Question items	Corrected Item Total Correlation (r-counted)	r table	Information
BS1	0.737	0.113	Valid
BS2	0.758	0.113	Valid
BS3	0.633	0.113	Valid
BS4	0.801	0.113	Valid
BS5	0.852	0.113	Valid
BS6	0.713	0.113	Valid

Seen from table 4.11. it is known that the value of r count > r table so that all question items for the Brand satisfaction (BS) variable can be said to be valid. The value of BS1 (0.737), BS2 (0.758), BS3 (0.633), BS4 (0.801), BS5 (0.852), BS6 (0.713) > 0.113. Then the next is the results of validity testing for the Emotional brand attachment (EBA) variable.

Table 4.12 Emotional Brand Attachment (EBA) Variable Validity Test

No. Question items	Corrected Item Total Correlation (r-counted)	r table	Information
EBA1	0.885	0.113	Valid
EBA2	0.831	0.113	Valid
EBA3	0.734	0.113	Valid
EBA4	0.819	0.113	Valid
EBA5	0.815	0.113	Valid

Seen from table 4.12. it is known that the value of r count > r table so that all question items for the Emotional Brand Attachment (EBA) variable can be said to be valid. The value of EBA1 (0.885), EBA2 (0.831), EBA3 (0.734), EBA4 (0.819), EBA5 (0.815) > 0.113. Then the next is the result of validity testing for the Brand love (BL) variable.

Table 4.13 Test Of Brand Love (BL) Variable Validity

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No. Question items	Corrected Item Total Correlation (r-counted)	r table	Information
BL1	0.745	0.113	Valid
BL2	0.448	0.113	Valid
BL3	0.802	0.113	Valid
BL4	0.807	0.113	Valid
BL5	0.736	0.113	Valid
BL6	0.782	0.113	Valid
BL7	0.896	0.113	Valid
BL8	0.855	0.113	Valid

Seen from Table 4.13. It is known that the calculated r value > r table so that all question items for the Brand love (BL) variable can be said to be valid. The value of BL1 (0.745), BL2 (0.448), BL3 (0.802), BL4 (0.807), BL5 (0.736), BL6 (0.782), BL7 (0.896), BL8 (0.855) > 0.113. Next, the results of validity testing for the Brand Loyalty (BLO) variable are presented.

Table 4.14. Test Of Brand Loyalty Variable Validity (BLO)

No. Question items	Corrected Item Total Correlation (r-counted)	r table	Information
BLO1	0.655	0.113	Valid
BLO2	0.597	0.113	Valid
BLO3	0.723	0.113	Valid
BLO4	0.825	0.113	Valid

As seen from Table 4.14, it is known that the value of r count exceeds the r table value, so that all question items for the Brand Loyalty (BLO) variable can be said to be valid. The value of BLO1 (0.655), BLO2 (0.597), BLO3 (0.723), BLO4 (0.825) > 0.113. The next are the results of validity testing for the Customer Loyalty (CL) variable.

Table 4.15. Customer Loyalty (CL) Variable Validity Test

No. Question items	Corrected Item Total Correlation (r-counted)	r table	Information
CL1	0.841	0.113	Valid
CL2	0.836	0.113	Valid
CL3	0.798	0.113	Valid
CL4	0.678	0.113	Valid

Viewed from table 4.15., it is known that the value of r count > r table so that all question items for the Customer Loyalty (CL) variable can be said to be valid. The value of CL1 (0.841), CL2 (0.836), CL3 (0.798), and CL4 (0.678) > 0.113. Then the next is the results of the reliability test.

Table 4.16. Reliability Test Results

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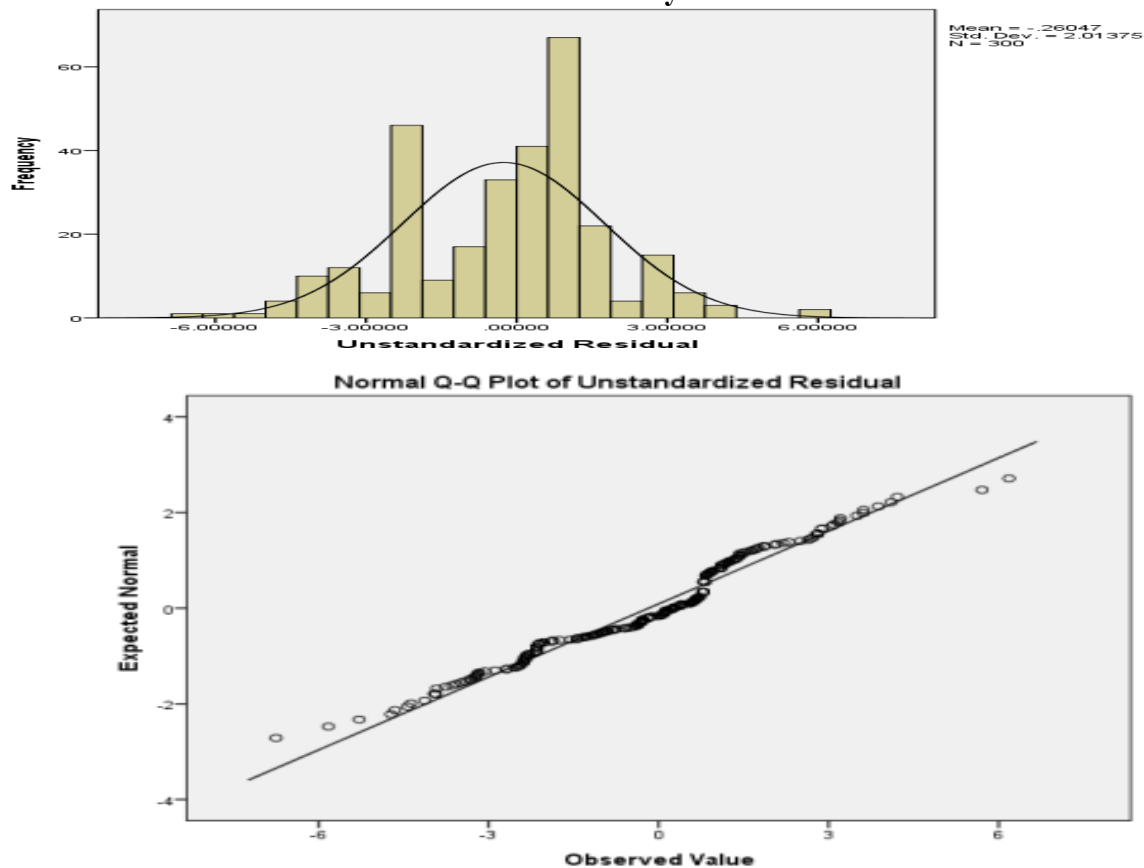
Variable	Alpha Cronbach	Conclusion
Brand satisfaction (BS)	0,909	Reliable
Emotional brand attachment (EBA)	0,929	Reliable
Brand love (BL)	0,930	Reliable
Brand Loyalty (BLO)	0,855	Reliable
Customer Loyalty (CL)	0,903	Reliable

Viewed from Table 4.16. it can be seen that for each variable in this study has a value greater than 0.6 so it is said to be reliable. The value of BS (0.909), EBA (0.929), BL (0.930), BLO (0.855), CL(0.903) > 0.6. So it can be concluded that it is reliable.

Classical Assumption Test Results

Normality Test Result

Table 4.23. Normality Test Results



Based on the table above, it is known that the data points are close to the normal line (diagonal) so that it can be said that the data in this study are normal. This means that the distribution of data in this study is normal.

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Multicollinearity Test

The following is a table that shows the multicollinearity results in this study:

Table 4.24. Multicollinearity Test Results

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Brand_Satisfaction	0,230	4,348
Emotional_Brand_Attachment	0,157	6,375
Brand_Love	0,160	6,257
Brand_Loyalty	0,234	4,272

a. Dependent Variable: Customer_Loyalty

Based on the table above, the values for Tolerance > 0.1 and VIF < 10. So it can be said that the data in this study are free from multicollinearity. This means that there is no correlation between the independent variables in this study.

Test F

Tabel 4.25. Test F Result

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5471,391	4	1367,848	395,605	,000 ^b
	Residual	1019,996	295	3,458		
	Total	6491,387	299			

a. Dependent Variable: Customer_Loyalty

b. Predictors: (Constant), Brand_Loyalty, Emotional_Brand_Attachment, Brand_Satisfaction, Brand_Love

From the table above it is known that the sig. F = 0.000 < 0.05, it can be said that the model is fit, so the independent variable can be used to predict the dependent.

AMOS SEM Test Results

Evaluation of the Goodness of Fit Model Criteria

The next analysis after confirmatory analysis is the Full Model Structural Equation Modeling (SEM) analysis.

Table 4.26 Goodness of Fit Index for Full Model

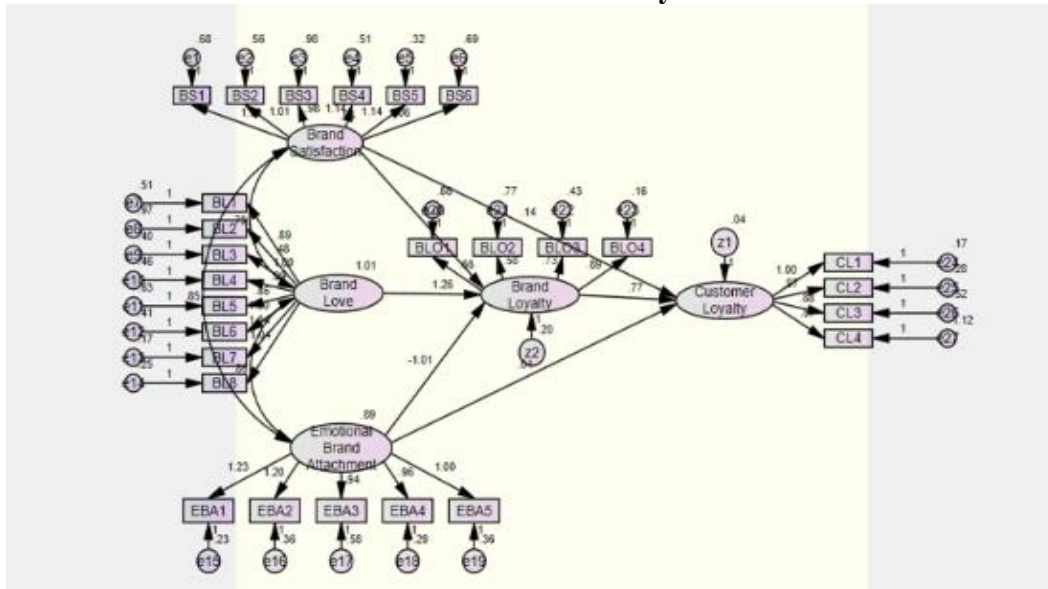
<i>Goodness of Fit Indeks</i>	Criteria	Result analysis	Conclusion
AGFI	≥ 0.90	1,000	Good/Fit
GFI	≥ 0.90	0,964	Good/Fit
NFI	≥ 0.90	0,965	Good/Fit
CFI	≥ 0.90	0,936	Good/Fit
CMIN/DF	≤ 3.00	1,792	Good/Fit
RMSEA	≤ 0.70	0,052	Good/Fit

From Table 4.28 the result of the Goodness of Fit Index in this research showed that AGFI value is 1,000 > 0.90, GFI is 0.961 > 0.90, NFI is 0.965 > 0.9, CFI is 0.936 > 0.90, CMIN/DF is 1.792 < 3.00, RMSEA is 0.052 < 0.70 so it can be concluded that the model is fit or good.

SEM testing

By obtaining the right model, parameter testing is carried out as it is hypothesized to be interpreted. The suitability test and statistical test were carried out to obtain an analysis of the results of data processing at the SEM full model stage. The results of data processing for the full SEM model analysis are shown in Figure 4.5:

Figure 4.5
Full Model SEM Analysis



RESEARCH HYPOTHESIS TESTING

Hypothesis testing is used to test the research hypothesis as proposed in Chapter II. Hypothesis testing is based on processing research data using SEM analysis, by analysing the regression values as shown in the table above. Testing this hypothesis is done by analysing the CR (Critical Ratio) and P (Probability) values on the results of the Regression Weights data processing, compared with the required statistical limits, namely the CR (Critical Ratio) value above 2.00, and the P (Probability) value above below 0.05. If the results show a value that meets these requirements, then the proposed research hypothesis can be accepted.

Table 4.27
Estimated Regression Weights Parameter Parameters

		Estimate	S.E.	C.R.	P
Brand Loyalty	<--- Brand Satisfaction	.597	1.032	2.001	.049
Brand Loyalty	<--- Brand Love	.563	1.985	2.003	.048
Brand Loyalty	<--- Emotional_Brand_Attachment	.615	1.944	2.015	.047
Customer_Loyalty	<--- Brand_Loyalty	.773	1.919	2.102	.045
Customer_Loyalty	<--- Brand_Satisfaction	.940	.100	3.405	.016
Customer_Loyalty	<--- Emotional_Brand_Attachment	.835	.105	2.336	.037

There are 7 hypotheses proposed. The table of hypothesis testing in AMOS analysis is as follows:

Table 4.28. Summary Hypothesis

Research Hypothesis	C.R.	P	Hypothesis Conclusion
H1: Brand satisfaction has a positive effect on Brand loyalty	2.001	0.049	Be accepted
H2: Brand Love has a positive effect on Brand loyalty	2.003	0.048	Be accepted
H3: Emotional brand attachment has a positive effect on Brand loyalty	2.102	0.045	Be accepted
H4: Brand satisfaction has a positive effect on Customer loyalty	3.405	0.016	Be accepted
H5: Brand loyalty has a positive effect on Customer loyalty	2.102	0.045	Be accepted
H6: Emotional Brand Attachment has a positive effect on Customer Loyalty	2.336	0.037	Be accepted

DISCUSSION

H1: Brand satisfaction and brand loyalty

Hypothesis 1 in this study is that brand satisfaction has an effect on brand loyalty. From the data processing, it is known that the CR (Critical Ratio) value for the influence of the brand satisfaction variables on brand loyalty is > 2.00 with a P (Probability) value of < 0.05 . Thus it can be said that hypothesis 1 of this study is accepted. The direct effect given by brand satisfaction to brand loyalty is 0.597. Suppose brand satisfaction and brand loyalty can be calculated with unit values. In that case, it can be interpreted that every increase of one brand satisfaction unit increases brand loyalty by 0.997, as obtained in this study.

H2: Brand Love and Brand Loyalty

Hypothesis 2 in this study is that brand love affects brand loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence of the brand love variable on brand loyalty as shown is $> 2,00$ with a P (Probability) value of < 0.005 . Thus, it can be said that hypothesis 2 of this study can be accepted. The direct effect of brand love on brand loyalty is 0.563. If brand love and brand loyalty can be calculated with unit values, it can be interpreted that every increase of one brand love unit results in an increase in brand loyalty of 0.563, as obtained in this study.

H3: Emotional brand attachment and brand loyalty

Hypothesis 3 in this study is that emotional brand attachment affects emotional brand loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence between emotional brand attachment variables on emotional brand loyalty is > 2.00 with a P (Probability) value < 0.05 . The results of the two test values obtained show the results of 2.00 for CR and 0.05 for the P-value, which is said to be eligible. Thus, it can be said that hypothesis 3 of this study can be accepted.

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The direct effect of emotional brand attachment on brand loyalty is 0.615. Suppose emotional brand attachment and brand loyalty can be calculated with unit values. In that case, it can be interpreted that every increase of one emotional brand attachment unit increases brand loyalty of 0.615, as obtained in this study.

H4: Brand satisfaction and Customer Loyalty

Hypothesis 4 in this study is that brand satisfaction affects customer loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence of brand satisfaction variables on customer loyalty is >2.00 with a P (Probability) value of <0.005 . Thus, it can be said that hypothesis 4 of this study can be accepted. The direct effect given by emotional brand satisfaction to customer loyalty is 0.940. Suppose brand satisfaction and customer loyalty can be calculated with unit values. In that case, it can be interpreted that every increase of one brand satisfaction unit increases customer loyalty of 0.940, as obtained in this study. Then, according to Davies et al. (2003), the strong brand image will make customers satisfied.

H5: Brand Loyalty and Customer Loyalty

Hypothesis 5 in this study is that Brand loyalty affects customer loyalty. From the data processing, it is known that the CR (Critical Ratio) value for the influence of the brand loyalty variable on customer loyalty is >2.00 with a P (Probability) value <0.05 . Thus, it can be said that hypothesis 5 of this study is accepted. The direct effect of brand loyalty on customer loyalty is 0.773. Suppose brand loyalty and customer loyalty can be calculated with unit values. In that case, it can be interpreted that every increase of one brand loyalty unit increases customer loyalty by 0.773, as obtained in this study. According to Yang and Peterson (2004), the value of customer perception, customer happiness, and switching costs all have an impact on customer loyalty.

H6: Emotional Brand Attachment And Customer Loyalty

Hypothesis 6 in this study is that emotional brand attachment affects customer loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence between emotional brand attachment variables on customer loyalty is $>2,00$ with a P (Probability) value of <0.005 . Thus, it can be said that hypothesis 6 of this study is accepted. The direct effect given by emotional brand attachment to customer loyalty is 0.835. Suppose emotional brand attachment and customer loyalty can be calculated with unit values. In that case, it can be interpreted that every increase of one emotional brand attachment unit results in an increase in customer loyalty of 0.835, as obtained in this study.

CONCLUSION

The conclusion is that brand satisfaction affects brand loyalty. From the data processing, it is known that the CR (Critical Ratio) value for the influence between the brand satisfaction variables on brand loyalty, as shown in Table 4.18, is $>2,00$ with a P (Probability) value of <0.05 . Brand love affects brand loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence of the brand love variable on brand loyalty, as shown in Table 4.18, is $>2,00$ with a P (Probability) value of <0.005 . Emotional brand attachment affects brand loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence between emotional brand attachment variables on

emotional brand loyalty, as shown in Table 4.18, is >2.00 with a P (Probability) value <0.05 . The results of the two test values obtained show the results of 2.00 for CR and 0.05 for the P-value, which is said to be eligible. Brand satisfaction affects customer loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence of brand satisfaction variables on customer loyalty, as shown in Table 4.18, is >2.00 with a P (Probability) value of <0.005 . Brand love affects customer loyalty. From the data processing, it is known that the CR (Critical Ratio) value for the influence of the brand love variable on customer loyalty, as shown in Table 4.18, is >2.00 with a P (Probability) value <0.05 . Emotional brand attachment affects customer loyalty. From data processing, it is known that the CR (Critical Ratio) value for the influence between emotional brand attachment variables on customer loyalty, as shown in Table 4.18, is >2.00 with a P (Probability) value of <0.005 .

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